

Message Text

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SUBJ : MODERN TELECOMMUNICATIONS TECHNICAL SEMINAR,
LAGOS, NIGERIA, SEPTEMBER 4-9, 1976.

1. MODERN TELECOMMUNICATIONS SEMINAR PRODUCED A LARGE, INTERESTED, AND RESPONSIVE AUDIENCE AND FULFILLED GOAL OF DEMONSTRATING LEVEL OF U.S. TECHNOLOGY WHILE INTRODUCING MISSION MEMBERS TO KEY DECISION-MAKERS AND TECHNICAL PEOPLE IN MINISTRY OF COMMUNICATIONS, NIGERIAN EXTERNAL TELECOMMUNICATIONS LTD. (NET), AND PRIVATE SECTOR. BECAUSE OF THE COMPLEX NATURE OF THE FIELD, THERE WERE NO IMMEDIATE SALES, BUT SALES WORTH TENS OF MILLIONS OF DOLLARS COULD BE CONSUMED IN THE NEXT SEVERAL YEARS.

2. PLANE SCHEDULES NECESSITATED THE ARRIVAL OF THE MISSION SATURDAY, SEPT. 4, TWO DAYS BEFORE THE SEMINAR'S OPENING. MISSION MEMBERS WERE HOUSED IN PRIVATE HOMES THE FIRST NIGHT AND MOVED TO HOTEL FOR SECOND AND SUCCEEDING NIGHTS. FIRST DAYS OCCUPIED BY BRIEFING, INSPECTION OF SEMINAR SIGHT, BOAT TOUR OF LAGOS/APAPA PORT, RECEPTION AT HOME OF

FARRELL LINES REP AND DINNER AT HOME OF ECON COUNSELOR.

3. OPENING SEMINAR SESSION, SEPT. 6, ATTENDED BY 52 GOVERNMENT AND MILITARY OFFICIALS, TECHNICIANS, AND PRIVATE BUSINESSMEN. SESSION LASTED FROM 8:30 A.M. TO 1:00 P.M. AND INCLUDED PRESENTATIONS OF FOUR SPEAKERS. AUDIENCE SHOWED EXTREME INTEREST AND A LIVELY SERIES OF QUESTIONS AND ANSWERS FOLLOWED EACH TALK. QUESTIONS USUALLY CEASED ONLY WHEN CHAIRMAN FORCED BY PRESS OF TIME TO INTRODUCE NEXT SPEAKER.

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ADDITIONAL INTERCHANGE TOOK PLACE DURING COFFEE BREAK DURING

WHICH AUDIENCE INSPECTED COMPANY PRODUCT LITERATURE AND (IN THREE CASES) EQUIPMENT. IN AFTERNOON MISSION HAD AN HOUR-LONG GROUP MEETING WITH MR. I.O. LASODE, DIRECTOR OF TELECOMMUNICATIONS, AND MR. I.O. LADIJU, DIRECTOR OF OPERATIONS, MINISTRY OF COMMUNICATIONS. EVENING RECEPTION HOSTED BY MISSION MEMBERS AT AMBASSADOR'S RESIDENCE ATTENDED BY 80 GUESTS. AMONG GUESTS WERE GOVERNMENT, MILITARY, AND PRIVATE SECTOR REPRESENTATIVES WHO WERE UNABLE TO COME TO SEMINAR PRESENTATIONS.

4. SECOND SEMINAR SESSION HELD SEPT. 7 ATTENDED BY 46 PERSONS INCLUDING 12 PERSONS WHO MISSED THE OPENING DAY. DURING FOUR AND ONE-HALF HOURS, FINAL FOUR PRESENTATIONS GIVEN. QUESTION AND ANSWER PERIODS AGAIN LIVELY. AFTER SESSION MEMBERS BEGAN INDIVIDUAL APPOINTMENTS IN AFTERNOON AND FOLLOWING DAY. EVENING OF SEPT. 7 ALL MEMBERS ATTENDED COCKTAIL RECEPTION AND DINNER HOSTED BY LOCAL 3-M COMPANY REP.

5. PROMOTION PROGRAM INCLUDED STORY IN PRESTIGIOUS BUSINESS TIMES TWO WEEKS BEFORE MISSION. LETTERS OF INVITATION TO SEMINAR SESSIONS AND AMBASSADOR'S RECEPTION SENT TO OVER 200 PERSONS FOLLOWED BY CALLS ON KEY GOVERNMENT LEADERS, EDUCATORS, AND PRIVATE BUSINESSMEN, ESPECIALLY THOSE WITH TELECOMMUNICATIONS RESPONSIBILITIES, TO STRESS IMPORTANCE OF EVENT AND ENCOURAGE ATTENDANCE. PREVIEW ANNOUNCEMENT MADE IN EMBASSY'S COMMERCIAL NEWSLETTER. AS EXTRA ENTICEMENT, WE DESIGNED AND HAD PRINTED DIPLOMA-LIKE CERTIFICATE OF ATTENDANCE FOR PARTICIPANTS. USIS ALSO PRINTED SEMINAR BROCHURE, AMBASSADOR RECEPTION INVITATIONS (WHICH CARRIED NAMES OF ALL PARTICIPATING U.S. COMPANIES), AND POST CARD REQUEST FOR SEMINAR PAPERS (SINCE NO PAPERS COULD BE REPRODUCED IN LAGOS), AND PROVIDED ALL AUDIO-VISUAL EQUIPMENT WITH AN OPERATOR.. TRANSPORTATION ACCOMPLISHED IN AIRCONDITIONED BUS RENTED FROM EMBASSY RECREATION ASSOCIATION AND IN EMBASSY SEDANS WHEN BUS OCCUPIED HAULING SCHOOL CHILDREN.

6. BUDGET APPEARS IN MODEST SURPLUS AND HOSPITALITY LIMIT OF DOLS800 MAINTAINED.
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